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Dinosaurs Spotted Along America's Highways Striking Creation Museum billboards going up around the nation

PETERSBURG, Ky., June 12, 2012 – In order to maintain its high profile around the country and keep guests coming, each year the popular Creation Museum conducts national advertising campaigns. Its latest effort is a highly visible one, as the museum, which turned five years old on Memorial Day, seeks to build on the 1.6 million visitors who have already toured.

This year the museum's ad agency, Joseph David Advertising, has created a series of striking "comic-style" boards and has secured space on over one hundred billboards across America. Almost all the boards have a dinosaur theme, which reflects the fact that dinosaurs are a major topic inside the creationist museum.

Ken Ham, president of Answers in Genesis (which operates the museum), remarked: "We hope these brilliant billboards will prompt more Christians to visit so we can equip them to defend the Christian faith. The museum also wants to see more non-Christians attend so that we can present biblical truths to them."

With 20 different styles, the billboards are being put up all around the nation on major interstates and highways. Already found in 24 states, 100-plus billboards have been purchased: 58 along key interstates that lead toward the museum, and about 50 others can be found along or entering major interstates, around mega-churches, and near amusement park areas (e.g., Disneyworld in Orlando, Dinosaur World near Tampa, and Stone Mountain in Atlanta). Fittingly, a prominent billboard is going up right now near the famed Dinosaur National Monument in Utah. They can be found as far away as California.



As a part of the national campaign, supporters of the Creation Museum are being encouraged to sponsor a billboard in their community, perhaps near their church and along a busy highway. Almost two thirds of Americans (190 million people) live within a day's drive of the museum.

Displaying these striking dinosaur illustrations that are associated with the Creation Museum is in itself sending a message to the public.

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Perhaps a person living in California who sees one of these billboards might go to the museum's website to discover what a creationist museum teaches about dinosaurs, and one day may plan a trip to the Creation Museum. In fact, many visitors from California have already come to the museum; one Oregon woman has been to the museum five times in five years.

In past advertising campaigns, Answers in Genesis/the Creation Museum has purchased considerable air time on the Fox TV network, including on its morning news program and evening interview shows. Another year it bought significant ad space in the national newspaper, "USA Today."

To see a list of the 100-plus billboards, go to Ken Ham's Facebook page. <http://www.facebook.com/#!/photo.php?fbid=426729387357423&set=a.165757773454587.40048.164175656946132&type=1>. The number of boards will undoubtedly grow as museum boosters sponsor additional boards.

With such varied and successful advertising efforts, the museum reports that on average, over 800 guests visit the museum each day. In the summer, some Saturdays can see 3,000-4,000 visitors. When one considers that secular museums, zoos, aquariums, etc., will have hundreds of thousands of public school students coming each year to their attractions, and know how rare it is for a public school to visit the Creation Museum, having 300,000 visitors a year is a major blessing, according to museum staff.

To celebrate its fifth anniversary, the museum has announced that all museum tickets are now good for two days. The museum has instituted this new policy in response to visitor feedback, that with so many additions to the museum, there is too much to take in if they were here only one day. Recent additions include a high-tech holographic refutation of "Lucy" as a human ancestor, as well as the Johnson Observatory, with many high-power telescopes.

Answers in Genesis is a biblical apologetics ministry. AnswersInGenesis.org is this year's "Best Ministry Website" as picked by the 1,200-member National Religious Broadcasters (with over 1 million web visits a month). AiG's "[Answers](#)" magazine, for the second year in a row, recently took the top prize for magazine excellence as selected by the Evangelical Press Association. AiG conducts about 300 teaching meetings each year and produces the "[Answers](#)" radio program heard on more than 500 stations. For information, including about the future all-wood Noah's Ark, see www.AnswersInGenesis.org.

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